

# Business Breakfast Series



June 12, 2007

**AXIS**  
communications

## Clear and simple reasons

- » We're social animals – we communicate because we want to be understood – we want approval, agreement, support, loyalty and so on.
- » It's the same for business, any business, your business....**because**
- » Your business needs to be supported and understood by the people who can influence your performance and your reputation....**therefore**
- » A crucial component of doing business is talking about it, about where you're business is going and what you're business is doing....**as**
- » The success of any business is determined by its ability to gain the 'vote' of its primary stakeholders – **E**mployees, **C**ustomers and **O**wners....**so**
- » Communication creates support and understanding, which drives attitudes and behaviours, which are significant determinants of performance.

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➤ **Opportunity** for companies that do it often and well!

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- » Persuasion is a highly competitive sport; yours is not the only voice/story stakeholders have to consider
- » Challenging environment to own and manage your story
  - Proliferation of media and channels of communication/news
  - Accelerating pace of change with new technologies
  - Evolving patterns of stakeholder engagement
- » More demanding and discerning audiences
  - Better informed, more sophisticated and more aware
  - In many ways their options are immense
- » It's not a 'one-shot-pass' – communication is a two-way, continuous process

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 **Opportunity** for companies that use relevant, key trends

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- » The point-of-view most likely to prevail is clear, compelling and relevant
- » A dialogue rather than a monologue works best – use the feedback your business gets to evaluate, evolve and improve
- » Target well – you need to know and understand who your key stakeholders are and their point-of-view
- » Be consistent – across your messaging, brand, collateral or your story will get diluted and distorted
- » Integrate your communications – to ensure the ‘face’ of the organisation is not two-or-more-sided
- » Customise your communications to suit your business – all look alike but no two are really the same, a bit like snowflakes
- » Evolve your ideas and activities as the business grows, it’s the best way to balance costs and benefits

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» **Opportunity** to use communications to significantly improve performance

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- » Make more of online communications and technology
- » Challenge yourself – as a small or growing business, innovative communication strategies are likely to work best and be more cost effective
- » Target, target, target – ‘no fit = no sale or no investment or no story’ and so on
- » Prioritise – it is not possible or necessary to do everything at once
- » Customise – to suit the size, pocket and stage of evolution of your business
- » Do it well – first and all impressions are very important
- » Lots of good examples and success stories so no real excuse
- » Think of it as an ongoing process that is key to building the relationships your business needs for long-term, profitable growth

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 **Bottom line** good communications delivers clear, definable results

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